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ABSTRACT OF THE DISCLOSURE

An auger-anchored beach umbrella has a canopy member for supporting the canopy and a pole member for anchoring the umbrella in the ground. The canopy member has a lower tubular element within which is formed an axial lumen. The pole member has an upper element which slides snugly into the axial lumen of the canopy member. The pole member has a motor element, within which is enclosed a reversible electric motor. Coupled to the motor's shaft is an auger. The motor is electrically connected to one or more batteries and to a switch. The user inserts the pole member into the ground by activating the switch in the forward direction, thereby causing the auger to bore into the ground. In the preferred embodiment, the user grasps a handle attached to the upper element to guide the pole member into the ground and to exert a supplemental downward force on it. After the auger is firmly anchored in the ground, the canopy member is mounted on the pole member by sliding the axial lumen over the upper element of the pole member. When the beach umbrella is removed from the ground, the canopy member is removed from the pole member. The user activates the switch in the reverse direction, thereby causing the auger to disengage from the ground. In the preferred embodiment, the user grasps the handle to guide the pole member out of the ground and to exert a supplemental upward force on it.